

**WBRC – WTBM – WJMY**  
**EEO PUBLIC FILE REPORT**  
**December 1, 2021 – November 30, 2022**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Multi-Media Journalist/Reporter (4)	1-13, 16-20, 22-26, 28, 29, 33, 34	34,26,33,33
Creative Services Director	1-13, 16-20, 22-26, 28, 29, 33	33
Senior Producer	1-13, 16-20, 22-26, 28, 29, 34	34
News Producer	1-13, 16-20, 22-26, 28, 29, 34	34
IT Engineer	1-13, 15-26, 28-30, 34	34
Assistant IT Manager (2)	1-26, 28, 29, 31, 33	31,33
News Producer	1-26, 28, 29, 33	33
Digital Solutions Manager	1-13, 16-20, 22-26, 28, 29, 34	34
Motion Graphic Artist	1-26, 28-30	30
Breaking News MMJ/Reporter	1-26, 28-30, 31	31
First Alert Desk Reporter	1-23, 25, 26, 28, 29, 34	34
Account Executive	1-20, 22-26, 28-30, 33	33
Digital Sales Manager	1-13, 16-20, 22-26, 28, 29, 34	34
Digital Solutions Manager	1-26, 28-30, 33	33
Anchor/Executive Producer of OTT	1-26, 28, 29, 34	34
Producer (weekend)	1-20, 22-26, 28, 29, 34	34
Digital Marketing Manager	25, 26, 29, 30	29
Producer	25, 26, 29, 30, 33	33
Digital Content Producer	25, 26, 29, 30, 33	33
News Editor	25, 26, 29	26
Meteorologist	25, 26, 29, 30, 32	32
Account Executive	25, 26, 29, 30, 33	33

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Faulkner University Mattie C. Ottinger, 5345 Atlanta Hwy., Montgomery, AL 36109 334-386-7512	N	
2	Jefferson State Community College Dr. Tamara Payne/ Tracy Campbell JC/LWH 216, Birmingham, AL 35242 205-856-8588	N	
3	Lawson State Community College Ms. Akilih Haley, 3060 Wilson Rd SW, Birmingham, AL 35211 205-929-3514	N	
4	Samford University Heather Averett, Ralph W. Beeson University Center, Room 205, 800 Lakeshore Dr, Birmingham, AL 35229 205-726-2980	N	
5	Talladega College Career Service, 627 West Battle St, Seymour Hall-115, Talladega, AL 35160 256-761-6274	N	
6	UAB Department of Communication Studies Leigh-Ann Doss, 1400 University Blvd, HH302, Birmingham, AL 35294 205-934-3877	N	
7	NAACP – Metro Birmingham Branch 1520 4 <sup>th</sup> Ave N, Birmingham, AL 35203	N	
8	Birmingham Association of Black Journalist PO Box 10023, Birmingham, AL 35202	N	
9	Alabama A&M University <a href="http://www.handshake.com">www.handshake.com</a>	N	
10	Alabama State University <a href="http://www.handshake.com">www.handshake.com</a>	N	
11	Auburn University <a href="http://www.handshake.com">www.handshake.com</a>	N	
12	Birmingham Southern College <a href="http://www.handshake.com">www.handshake.com</a>	N	
13	Jacksonville State University <a href="http://www.handshake.com">www.handshake.com</a>	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	Miles College (April 2022) <a href="http://www.handshake.com">www.handshake.com</a>	N	
15	Samford University (May 2022) <a href="http://www.handshake.com">www.handshake.com</a>	N	
16	Troy State University <a href="http://www.handshake.com">www.handshake.com</a>	N	
17	University of Alabama <a href="http://www.hanshake.com">www.hanshake.com</a>	N	
18	University of Alabama Birmingham <a href="http://www.hanshake.com">www.hanshake.com</a>	N	
19	University of Alabama Huntsville <a href="http://www.handshake.com">www.handshake.com</a>	N	
20	University of Mississippi <a href="http://www.handshake.com">www.handshake.com</a>	N	
21	University of Montevallo <a href="http://www.handshake.com">www.handshake.com</a>	N	
22	University of Southern Mississippi <a href="http://www.handshake.com">www.handshake.com</a>	N	
23	Alabama Broadcasters Association <a href="http://www.al-ba.com">www.al-ba.com</a>	N	
24	Alabama Works <a href="https://alabamaworks.alabama.gov/">https://alabamaworks.alabama.gov/</a>	N	
25	WBRC on-air advertisement Felicia Rylee; <a href="mailto:frylee@wbrc.com">frylee@wbrc.com</a>	N	
26	WBRC/ Gray Television Career Websites <a href="http://www.wbrc.com">www.wbrc.com</a> ; <a href="http://www.gray.tv/careers">www.gray.tv/careers</a>	N	16
27	WBRC Social Media Pages Jenna Wood - Facebook, Twitter, Instagram	N	
28	TV Jobs <a href="http://www.tvjobs.com">www.tvjobs.com</a>	N	
29	Indeed <a href="http://www.indeed.com">www.indeed.com</a>	N	6
30	Careerbuilder <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	N	1
31	LinkedIn <a href="http://www.linkedin.com">www.linkedin.com</a>	N	2
32	NABJ Event/Career Fair Shannon Isbell, WBRC News Director	N	1
33	Referrals – employee, client, vendor, etc.	N	21
34	Internal Employees	N	32
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>79</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Internship Program	<p>WBRC offers an academic credit internship program for registered juniors, seniors, and graduate students. The program is offered year-round (spring, summer and fall semesters).</p> <p>Students observe and learn all aspects of the news industry. During their time, they are placed with an employee in each position of the newsroom. Additionally, the internship includes field experience with reporters and photographers.</p> <p>Students come from a variety of schools.</p> <p>Below are the number of interns each semester: Summer 2022 – 2 interns</p>
<b>2</b>	Scholarship Program	<p>WBRC partners with America’s First Federal Credit Union for the Rising Star Scholarship Program. The program is open to any High School senior within the DMA with a 3.0 or higher GPA. Counselors nominate the students, and 30 weekly winners are selected by WBRC. The weekly winners are spotlighted during the 5pm newscast each Thursday. The winners are then interviewed by America’s First Credit Union and five winners are awarded a \$5,000 scholarship for college.</p> <p>WBRC is responsible for the following: distribution of information to local high schools, collection of nominations, and selection of the weekly winners.</p>
<b>3</b>	Career Fair Attendance and Sponsorship	<p>On July 22, 2022, the EEO Coordinator attended a career fair at the Birmingham Jefferson Convention Center. The fair was through the Alabama Department of Labor and was open to all members of the public.</p> <p>During the event, attendees were given</p>

		<p>information on WBRC job and internship opportunities. Approximately 50 attendees spoke with the EEO Coordinator.</p> <p>In addition, WBRC was the media sponsor for the event and helped coordinate the event.</p>
4	Career Fair Attendance and Sponsorship	<p>May 10, 2022, the EEO Coordinator attended a career fair at the Shelton State Community College in Tuscaloosa, AL. The fair was through the Alabama Department of Labor and was open to all members of the public.</p> <p>During the event, attendees were given information on WBRC job and internship opportunities. Approximately 50 attendees spoke with the EEO Coordinator.</p> <p>In addition, WBRC was the media sponsor for the event and helped coordinate the event.</p>
5	Broadcasting of Outreach Promo	<p>WBRC airs the below promo recruiting organization who would like to receive our job openings.</p> <p>WBRC-TV, a Gray Television station, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. If your organization is interested in becoming part of our recruitment list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We will notify you of each full-time opening and ask you to refer individuals to us for consideration. Send your request to the address below. Mail to: WBRC HR, PO Box 6, Birmingham, AL 35201</p>
6	EEO Training	<p>On February 17, 2022, the EEO Coordinator attended a web-based training on EEO matters. The training was provided by Joan Stewart of Wiley Law.</p> <p>The course was titled: “The FCC’s Equal Employment Opportunity Rules: A Webinar for Gray Television Stations”.</p> <p>Following the call, the EEO Coordinator shared the information with appropriate station management.</p>

<b>7</b>	College Visit	On October 3, 2022, the News Director went to speak at Ole Miss University. She spoke to 3 journalism classes about the possibilities in broadcast journalism and what is needed to get a job. She also conducted 6 one on one meetings with students/potential applicants.
<b>8</b>	College Visit	On October 11, 2022, the News Director went to speak at the University of Alabama. She spoke to 3 journalism classes about the possibilities in broadcast journalism and what is needed to get a job. She also was also on a panel about the future of journalism.
<b>9</b>	College Career Fair	On February 23, 2022, the Assistant News Director attended a career fair at the University of Montevallo. It was open to all students, and she spoke with attendees about job openings and internships.
<b>10</b>	College Visit (virtual)	On February 3, 2022, the News Director, spoke via zoom with students at University of Alabama. She spoke to journalism classes about the possibilities in broadcast journalism and what is needed to get a job.
<b>11</b>	College Visit (virtual)	On November 17, 2022, the News Director, spoke via zoom with students at Florida State University. She spoke to journalism classes about the possibilities in broadcast journalism and what is needed to get a job.
<b>12</b>	Career Fair (virtual)	On March 25, 2022, the EEO Coordinator attended a virtual career fair through the University of Alabama. She spoke with 6 students about job openings and internships.
<b>13</b>	NABJ Conference and Career Fair	On August 2-5, 2022, the News Director, attended the National Association of Black Journalist Conference. She had a booth on the career floor and spoke to attendees about career opportunities. She also conducted eight one on one meetings with potential applicants.
<b>14</b>	Minority Event	On October 27, 2022, the General Manager and News Director attended the HBCU Breakfast. It was sponsored by Birmingham Business Alliance, and it was a recruiting event targeted at local historical minority schools. They spoke with attendees about job opportunities and internship availability.